

Order / Rev: 698497
Alt Order #: 06224573
Flight Dates: 09/11/12 - 09/15/15

Advertiser: Crossroads GPS
Product Desc: CROSSROADS GPS
Estimate: 974

WKYC

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WKYC	09/17/12	09/17/12	Tonight Show	CM	1135p-1237a	M-----	:30	2	\$575.00	P-5	0.00	NM	2	\$1,150.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		2				\$575.00		0.00			
E 16	WKYC	09/11/12	09/11/12	M-F 9-10a Today II	CM	9a-10a	-T-----	:30	2	\$350.00	P-5	0.00	NM	2	\$700.00
Today Show II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-T-----		2				\$350.00		0.00			
E 17	WKYC	09/12/12	09/13/12	M-F 9-10a Today II	CM	9a-10a	--WT---	:30	2	\$350.00	P-5	0.00	NM	2	\$700.00
Today Show II															
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WT---		2				\$350.00		0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
		1	NKYC	09/10/12-09/16/12	M-F 9-10a Today II		9a-10a				--WTh-----	:30	(\$350.00)	0.00	NM
See MG 17.3															
[nbc new cut-in - jh]															
3	NKYC	09/15/12-09/15/12	Sat	9-1030a		9a-1030a					-----Sa--	:30	\$350.00	0.00	NM
MG for 17.1 09/12															
E 18	WKYC	09/14/12	09/14/12	M-F 9-10a Today II	CM	9a-10a	---F--	:30	2	\$350.00	P-5	0.00	NM	2	\$700.00
Today Show II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---F--		2				\$350.00		0.00			
E 19	WKYC	09/11/12	09/14/12	Nightly News	CM	M-Su 6:28p-7p	-TWTF--	:30	4	\$2,400.00	P-5	0.00	NM	4	\$9,600.00
Nightly News															
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-TWTF--		4				\$2,400.00		0.00			
E 20	WKYC	09/11/12	09/14/12	M-F 7-730p	CM	7-730p	-TWTF--	:30	4	\$950.00	P-5	0.00	NM	3	\$2,850.00
Channel 3 News at 7P															
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-TWTF--		4				\$950.00		0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
		4	NKYC	09/10/12-09/16/12	M-F 7-730p		7-730p				-TWThF---	:30	(\$950.00)	0.00	NM
See MG 21.2,21.3,21.4															
[na d/t Cleveland Indians game]															
E 21	WKYC	09/13/12	09/13/12	Thu Prime C	CM	10-11p	---T---	:30	1	\$2,200.00	P-3	0.00	NM	3	\$4,000.00
Thu Prime C															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---T---		1				\$2,200.00		0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
		1	NKYC	09/10/12-09/16/12	Thu Prime C		10-11p				--Th----	:30	(\$2,200.00)	0.00	NM
See MG 21.2,21.3,21.4															
2	NKYC	09/15/12-09/15/12	Nightly News			M-Su 6:28p-7p					-----Sa--	:30	\$2,400.00	0.00	NM
MG for 5.3,20.4,21.1															
3	NKYC	09/15/12-09/15/12	Sat	7-8p		7-8p					-----Sa--	:30	\$800.00	0.00	NM
MG for 5.3,20.4,21.1															
4	NKYC	09/15/12-09/15/12	Sat	7-8p		7-8p					-----Sa--	:30	\$800.00	0.00	NM
MG for 5.3,20.4,21.1															
E 22	WKYC	09/15/12	09/16/12	EN (Sa-Su)	CM	6P-7P Sa/Su	-----SS	:30	2	\$600.00	P-5	0.00	NM	2	\$1,200.00
Early News (Sa-Su)															
(6:00 PM-6:30 PM)															
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----SS		2				\$600.00		0.00			
E 23	WKYC	09/16/12	09/16/12	Su 12-1230p	CM	12-1230p /Su	-----S	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
Channel 3 News at Noon Su															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1				\$300.00		0.00			

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